

As an association executive I believe the FCC needs to review the issue of the Fax Ruling before implementing it. Individuals join professional societies for a variety of reasons. Often the primary reason is to stay abreast of the issues facing their profession. One way to quickly deliver information is via fax. Instead of insisting on written signatures, organizations should give each member the opportunity to "opt-out" of receiving faxes. This process is much more efficient because codes can be added to the member's database record whereas signatures would have to be filed and stored.